

JUN ORTEGA

Art Director & Content Lead

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01/02

Born in Madrid, ES in 1994

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BASED IN MADRID

01 PROFILE

Art Director working across fashion, publishing and visual culture. Focused on shaping distinctive visual languages through research-driven concepts and bold storytelling. Combines a strategic design eye with hands-on execution across campaigns, exhibitions and editorial formats, always bridging digital and print.

02 WORK EXPERIENCE

ART DIRECTOR & STUDIO MANAGER – PRODUCTS

2023–2025 · Paris, FR

- Lead creative direction and brand identity for all Betsy Johnson projects and the HARDDRESSING universe, from early concept to final delivery across exhibitions, catalogues and campaigns.
- Oversee visual research, design and production for printed matter (catalogues, brochures, instruction booklets) and digital assets (social media content, motion pieces, livestreams).
- Manage teams and external collaborators including stylists, photographers and VIP talent, coordinating casting, seeding and timelines with clear communication.

SOCIAL MEDIA CONTRIBUTOR & VIDEO EDITOR – BALENCIAGA

2018–2025 · Paris, FR

- Develop and edit social-first video content and stills for Instagram, TikTok and Snapchat, including AR filters and experimental "leaked" campaign material.
- Support backstage beauty documentation and content capture around runway shows and activations.
- Contribute to ongoing content strategy through visual research, moodboards and reference gathering.

GRAPHIC DESIGNER – YZY

2023 · Paris, FR

- Designed diagrams, AI-driven imagery & layouts for YZY Pods and H1 2024 development documentation.
- Produced rollout graphics and printed matter for IDs, lanyards, wristbands and event collateral.

CREATIVE COLLABORATOR – KARIN WESTERLUND

2021–2025 · Paris, FR

- Collaborate on exhibitions, catalogues and visual identities for independent art and fashion projects.
- Support photography, video and bookmaking across self-published and gallery formats.

Other clients include: British Vogue, Office Magazine, Sheriff Projects, Calvin Klein and others.

03 EDUCATION

MA Motion Graphics – Trazos · 2021–2022 · Madrid, ES

BA Fine Arts – Gerrit Rietveld Academie · 2017–2021 · Amsterdam, NL

BS Psychology – Universidad Francisco de Vitoria · 2013–2017 · Madrid, ES

02/02

04 SKILLS

Programs // Operating Systems - Proficient

Adobe Photoshop, InDesign, Illustrator, Premiere Pro, After Effects, Cinema 4D, Redshift, Ableton Live, RunwayML, Stable Diffusion.

Creative // Technical

Creative direction; Campaign rollout; Concept development; Visual research; Layout design; Production oversight; 3D rendering; Motion graphics; AI content; Editorial copywriting; Brand messaging.

Interpersonal

Dynamic and well-organized; capable of working under pressure and tight deadlines; clear communicator, sociable and proactive; confident when leading and collaborating with teams.

05 LANGUAGES

Spanish native

English fluent

French fluent

06 MAIN PERSONAL INTERESTS

Contemporary art exhibitions and archives

Art publishing and independent magazines

Experimental music and subcultures

Contemporary cinema and visual essays

Walking practices and urban observation